

WHAT IS CLAIMED IS:

1. A contents market research system for researching the marketability of a picture content before commercialization based on the polling information given by the poller and for displaying the result on a display apparatus comprising:

a contents market research apparatus having contents introduction information storage means that stores the content introduction information for introducing said picture content to said poller, contents introduction information storage means that stores the content introduction information for introducing said picture content to said poller, contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage means, contents polling information receiving means for receiving the contents polling information that is said polling information for said picture content, contents polling information storage means for storing said contents polling information received by means of said contents polling information receiving means, poll result counting means for discriminately counting said contents polling information stored in said contents polling information storage means between said contents polling information entered by predetermined said poller and said

contents polling information entered by general said poller and for displaying the business profitability to be obtained when said content is commercialized on said display apparatus, and

a contents polling apparatus having contents introduction information receiving means for receiving said content introduction information sent by means of said contents introduction information sending means, contents introduction information display means for displaying said content introduction information received by means of said contents introduction information receiving means, contents polling means used for entering said contents polling information, and contents polling information sending means for sending said contents polling information entered by means of said contents polling means.

2. The contents market research system as claimed in claim 1, wherein said content introduction information includes a part of said picture content.

3. The contents market research system as claimed in claim 1, wherein said contents introduction information sending means sends said content introduction information that has been classified subject-wise.

4. The contents market research system as claimed in claim 1, wherein said contents polling information includes

the personal information of said poller who has polled.

5. The contents market research system as claimed in claim 1, wherein said contents polling information includes the merchandise purchase intention information of said poller to be active when said content is commercialized as described hereinabove.

6. The contents market research system as claimed in claim 1, wherein said predetermined poller is given more ballots than that given to said general poller.

7. The contents market research system as claimed in claim 1, wherein said poll result counting means generates said business profitability to be obtained when the combination of a plurality of said picture contents is commercialized.

8. The contents market research system as claimed in claim 1, wherein said contents polling information includes the information indicating whether said poller wants to have a sales advertisement of said merchandise when said content is commercialized.

9. A contents market research apparatus for researching the marketability of a picture content before commercialization based on the polling information given by the poller comprising:

a contents market research apparatus having contents introduction information storage means that stores the content

introduction information for introducing said picture content to said poller, contents introduction information storage means that stores the content introduction information for introducing said picture content to said poller, contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage means, contents polling information receiving means for receiving the contents polling information that is said polling information for said picture content, contents polling information storage means for storing said contents polling information received by means of said contents polling information receiving means, poll result counting means for discriminately counting said contents polling information stored in said contents polling information storage means between said contents polling information entered by predetermined said poller and said contents polling information entered by general said poller and for displaying the business profitability to be obtained when said content is commercialized as described hereinabove on display means.

10. A contents market research method used for researching the marketability of a picture content before commercialization based on the polling information given by the poller in which:

the content introduction information for introducing
said picture content to said poller is stored,

said stored content introduction information is sent
to the poller,

the contents polling information that is said polling
information for said content is received from said poller,

said received contents polling information is stored,

said stored contents polling information is
discriminately counted between said contents polling
information entered by predetermined said poller and said
contents polling information entered by general said poller,
and

the business profitability to be obtained when said
content is commercialized is determined.

11. A computer-readable information recording medium
that is an information recording medium used for a contents
market research apparatus that researches the marketability
of a picture content before commercialization based on the
polling information given by the poller having a recorded
program for implementing sequential processing in which:

the content introduction information for introducing
said picture content to said poller is stored,

said stored content introduction information is sent
to the poller,

the contents polling information that is said polling
information for said content is received from said poller,
said received contents polling information is stored,
said stored contents polling information is
discriminately counted between said contents polling
information entered by predetermined said poller and said
contents polling information entered by general said poller,
and

the business profitability to be obtained when said
content is commercialized is determined.